



Philippine Software Industry Association

5F C2 Building, Bonifacio High St. Central, 7th Avenue Corner 30th St., Bonifacio Global City, Taguig City, 1634
Telephone: (+632) 817-2727 Ext. 811 | Fax: (+632) 817-8141
Website: www.psia.org.ph | Email: psia.secretariat@psia.org.ph

To whom it may concern:

The Philippine Software Industry Association (PSIA) will be facilitating **SOFTCON.ph 2019** on **October 22, 2019 at SMX Convention Center Manila**. Currently in its 7th year, this Software Industry Conference is the biggest gathering of industry leaders and technical experts in IT and Software Development. SOFTCON.ph 2019 will consist of both plenary and technical breakout sessions that will bring the best minds both local and abroad to discuss the progress of the country's IT/software industry, key trends observed in the marketplace, opportunities and challenges that face industry players and the vision of technology as it drives today's businesses.

WHY IS THIS A PROFESSIONAL DEVELOPMENT OPPORTUNITY?

- Access educational sessions about current and emerging technologies, case studies and industry trends presented by practicing IT professionals, industry experts and thought leaders
- Experience one-on-one networking and relationship building with industry-leading IT professionals and technology vendors on a global scale
- Very Reasonable Training and Development Investment—Avail of Individual or 5+1 Group Rates at www.softcon.ph; Certificate of Attendance is available upon request
- Discounted Registration Rates for Start-up, Government and Academe participants (CHED Endorsement is included below and also available for download at www.softcon.ph)

Should you have any questions or concerns, please do not hesitate to contact us through email or at the following numbers: **Telephone: (+632) 817-2727 Ext. 811 | Mobile: (+63) 998-964-2103.**

Enclosed is a copy of the event agenda for your quick reference.

See you at SOFTCON.ph 2019!

Kind regards,

Chucky Castro
Vice President, PSIA
Chairman, SOFTCON.ph 2019

Natalie Hunter
Executive Director, PSIA



SOFTCON 2019

THE PHILIPPINE SOFTWARE INDUSTRY CONFERENCE

10.22.19 | SMX CONVENTION CENTER MANILA

CONFERENCE OVERVIEW

October 22, 2019
(Tuesday)

www.softcon.ph

Technology & Innovation Expo

This expo will feature a number of exhibits by global and local software solutions providers.

SOFTCON.ph will showcase various start-up companies within Asia.

Part of the activities will include networking for start-ups, service providers, support firms and investors.

SOFTCON.ph 7: The Digital Conclave

In the post-digital space, establishing a competitive advantage is crucial. This year's summit will explore digital technologies, capabilities and strategic direction that will enable and assist businesses to pivot to high-growth, high-value areas. Discover how to implement best practices, maximize innovation opportunities, improve user engagement and user retention, and leverage said opportunities to drive successful business outcomes.

SOFTCON.ph is the country's premier event for promoting and celebrating the world-class products and services of the Philippines' Information Technology industry. This key event will bring the best minds both local and abroad to discuss the progress of the country's IT industry, key trends observed in the marketplace, opportunities and challenges that face industry players and the vision of technology as it drives today's businesses. SOFTCON.ph will also consist of technical learning sessions that bring software experts and practitioners forward to provide insights on the latest trends in IT / Software Development.

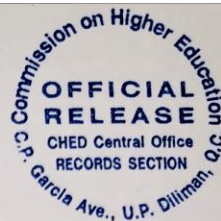
Conference Components:

- Plenary Sessions
- Technical Learning Sessions
- Technology & Innovation Expo

CHED ENDORSEMENT (FOR ACADEME PARTICIPANTS)



Republic of the Philippines
OFFICE OF THE PRESIDENT
COMMISSION ON HIGHER EDUCATION



MEMORANDUM FROM THE OFFICE OF THE CHAIRPERSON

FOR : ALL CHED CENTRAL AND REGIONAL OFFICE DIRECTORS
ALL PRESIDENTS / HEADS OF PUBLIC AND PRIVATE HIGHER
EDUCATION INSTITUTIONS (HEIS)

SUBJECT : PARTICIPATION IN SOFTCON.PH 2019 TO BE HELD THIS
OCTOBER 22, 2019 AT SMX CONVENTION CENTER MANILA,
MALL OF ASIA COMPLEX, PASAY CITY

DATE : 24 September 2019

In accordance with the pertinent provisions of Republic Act (R.A.) 7722, otherwise known as the "Higher Education Act of 1994", this Office hereby endorses the above undertaking organized by the Philippine Software Industry Association (PSIA), for the support and participation of all concerned.

This activity is open to all interested participants from Higher Education Institutions (HEIs).

Participation of officials, employees and students from private higher education institutions (HEIs) shall be **VOLUNTARY**. Officials and employees of State and Local Universities and Colleges (SUCs and LUCs) who will participate in this activity should obtain prior approval from the President/Head of their respective institutions. Proper use of government funds in accordance with the Department of Budget and Management (DBM) National Budget Circular No. 563 of 2016 and Budget Circular No. 2017-5 is highly expected.

For registration and further information, you may coordinate with the organizers via email through miguel.beltran@psia.org.ph or via phone inquiry through (+632) 817 2727 local 811 / (+63) 998 964 2110.

Wide dissemination of this Memorandum is desired.

J. PROSPERO E. DE VERA III, DPA
Chairman



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Discover how to implement best practices, maximize innovation opportunities, improve user engagement and user retention, and leverage said opportunities to drive successful business outcomes.

Schedule	OPENING PLENARY SESSIONS
7:00 - 8:00	Registration 2 nd Floor, Function Rooms 3-4
8:00 - 8:05	Invocation and National Anthem 2 nd Floor, Function Rooms 3-4



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8:05 - 8:10	Opening Remarks 2 nd Floor, Function Rooms 3-4 Chucky Castro Vice-President, PSIA Chairman, SOFTCON.ph 2019
8:10 - 8:20	Opening Address 2 nd Floor, Function Rooms 3-4 TBD Department of Information and Communications Technology (DICT)
8:20 - 9:05	Plenary Session #1: The Digital Transformation Playbook 2 nd Floor, Function Rooms 3-4 How does the digital transformation maturity of enterprises in the Philippines compare to other countries in SE Asia? In this session we'll discuss the playbook enterprises should follow to improve their digital maturity and the key steps they should take to become a digital disruptor. Case studies will be shared to illustrate how other companies have been successful with their digital. Randy Roberts Head of Operations, International Data Corporation (IDC) Philippines
9:05 - 9:50	Plenary Session #2: Accenture Technology Vision 2019: The Post-Digital Era 2 nd Floor, Function Rooms 3-4 Digital transformation grants companies exceptional capabilities but it also creates enormous expectations. Amid these rising expectations, every business is investing in digital technologies, raising the question of how leaders will set themselves apart. In this session, learn how companies that are looking to differentiate themselves must be aware of five distinct trends that will characterize the "post-digital" future. JP Palpallatoc Managing Director, Digital Lead and Intelligent Data and Analytics Group Lead, Accenture Advanced Technology Centers in the Philippines
9:50 - 10:20	AM BREAK 2 nd Floor, Function Rooms 3-4
10:20 - 11:05	Plenary Session #3: TBD 2 nd Floor, Function Rooms 3-4
11:05 - 11:50	Plenary Session #4: TBD 2 nd Floor, Function Rooms 3-4
11:50 - 1:10	LUNCH 2 nd Floor, Function Rooms 3-4
12:00 - 12:15	Bringing Apps To A State of Infra-Nirvana



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What does it take to make an application thrive? How do we ensure that regardless of circumstances, an application is able to serve its purpose? From code to production, whether an application thrives or not depends heavily on the environment it sits in. Software environments can include operating systems, database, storage, dev tools and hypervisors. But the bedrock of all of these is the physical infrastructure they reside in. Servers host the OS, racks host the servers, data centers host the racks. And all of these each have their own specific intricacies and peripherals that demand consideration. In the same way that a complex series of code bring an application to life, it requires a complex series of instances to make an application thrive and achieve infrastructure nirvana.

Niño Valmonte

Director for Marketing and Digital Innovation, IP Converge

BREAKOUT SESSIONS

Schedule	2 nd Floor, Function Rooms 3-4 Breakout Session 1	2 nd Floor, Function Room 2 Breakout Session 2	2 nd Floor, Meeting Rooms 2-3 Breakout Session 3	2 nd Floor, Meeting Rooms 4-6 Breakout Session 4	2 nd Floor, Meeting Rooms 7-9 Breakout Session 5	2 nd Floor, Meeting Room 10 Breakout Session 6
1:15 - 2:15	<p>Quality Management - How To Test When You Are No Longer Testing For The Client Testing</p> <p><i>The talk will primarily focus on Quality Management. The path not always seen by most of the QA/QEs. How can we increase quality when our client changes from our customers to the company's stakeholders. When bugs just become a number on their grand report. When our insights become more important than our testing. When your one action now affects not just a client but the entire team.</i></p> <p>Derick Mag-Isa Software QA Team Manager, Willis Towers Watson</p>	<p>Testing is Dead, Long Live Testing Testing</p> <p><i>Recent advances in testing automation is gradually crowding out career manual functional testers. However, functional testing will not really disappear. New roles are also being defined and testing practitioners are going to tread on new knowledge domains.</i></p> <p>Kim Deloria Head - Testing Center of Excellence, Pointwest Technologies</p>	<p>Ensuring Quality of your Automated Test Framework and Scripts Testing</p> <p><i>As Quality champions, we need to walk the talk. When we expect our developers to write quality code, write unit tests, build features without introducing bugs, the onus lies on us (as test engineers) to do the same. With almost every test engineering team writing automated tests to check functionality of their products and services, it becomes very important to ensure that the test automation framework and the test scripts are bug-free and follow high standards of software engineering. It cannot be stressed enough that test automation code should be as good as production code. In order to build production-quality test automation framework and</i></p>	<p>Web Application Security Testing using OpenSource Tools - a Primer Security</p> <p><i>This talk would discuss a brief overview on how to do web application security testing and how it helps in auditing the security posture of an organization. This talk would also highlight that there are available opensource tools to do this kind of testing.</i></p> <p>Benjie Brian Zamora Founder and Head of Consulting, SITESPHIL</p>	<p>DDD/CQRS for .NET Developers Development</p> <p><i>CQRS or Command and Query Responsibility Segregation is a pattern that promotes the separation of models for reading and writing data. The basic idea is that you can divide a system's operations into two distinctively separated categories namely queries and commands. The queries are executed against the data without any side effects. The commands change the state of the data. DDD or Domain-Driven Design is an approach of finding reusable common patterns in a software system. In this session, I'll present my journey of building highly scalable software systems with CQRS and DDD. This presentation is mainly designed for .NET developers.</i></p>	<p>Pragmatic Machine Learning-powered Applications: Serverless x Container Artificial Intelligence</p> <p><i>Over the past couple of years, several companies around the world have embraced the Serverless and Container movements to design modern applications. In this talk, I will bridge the gap between reality and expectations when dealing with Machine Learning-powered applications.</i></p> <p>Joshua Arvin Lat Chief Technology Officer, Complete Business Online</p>



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			<p><i>scripts, a number of steps can be taken at: 1. Process level 2. People level 3. Code level This session will go through a case study of how we ensure our automated tests are built with quality in mind. We will also see a demo of all the use cases.</i></p> <p>Abhijeet Vaikar Software Test Engineer, Carousell</p>		<p>Allan Mangune Founder, Aquila Big Data Insights</p>	
2:15 - 2:20	ROOM TRANSITION					
	<p>Breakout Session 7</p> <p>What Makes A Well-Rounded QE <i>Testing</i></p> <p><i>6 years ago, no one in the Philippines use "QE" or Quality Engineer as a role/title. Now, after years of advocacy on QE Is The New QA, there are several companies using it, if not Software Developer in Test. Yes they are now using the QE title but are they really QEs? QEs are not just people who know how to automate tests. In this talk, I'll be sharing what it takes to be a well-rounded QE, why this role is a rare commodity, and why Filipino Quality Professionals should keep on honing their skills to be one.</i></p> <p>Michelle Chua-Lagare Founder, QE-360</p>	<p>Breakout Session 8</p> <p>Tapping the Management Consultant in You <i>Agile Management</i></p> <p><i>Most projects face difficulties and challenges in implementation because IT professionals always approach project from a technical perspective and not from a business perspective. The talk will focus on how IT professionals, regardless of the role in the project, must also assume the role of a management consultant to be able to understand, influence and communicate with the project stakeholders.</i></p> <p>Leo Querubin Executive Director, Pointwest Technologies</p>	<p>Breakout Session 9</p> <p>State Management in Modern Web Application <i>Development</i></p> <p><i>I will discuss the importance of managing the state of web application and why it matters, I will also show some modern way of managing state in modern web applications.</i></p> <p>Jez Reel Maghuyop Senior Engineer, Magenic Manila</p>	<p>Breakout Session 10</p> <p>Deploying and Load Testing your Machine Learning Model API using Google Cloud Platform's Cloud Run, Endpoints, and Kubernetes <i>Artificial Intelligence</i></p> <p><i>So you have your own machine learning model using Tensorflow or FastText, now you want to deploy it as an API for your projects. Now you have to think about rate-limiting, security, authentication, and scalability. Don't fret, in this session, I will show you how to deploy your API (let's say in Python, but it can be done in any language you are comfortable) in Cloud Run, and with the help of GCP Cloud Endpoints, you can also set the rate-limit and authentication configurations. Lastly, I'll show you how to load test your API and profile your</i></p>	<p>Breakout Session 11</p> <p>Full-stack Web development with ASP.NET Core 3 and Blazor <i>Development</i></p> <p><i>With C#, developers could make server-side web apps, desktop and mobile apps, but previously did not have the ability to make client-side apps in the browser. Blazor changes all of that, enabling web applications written in C# to run on the browser using WebAssembly.</i></p> <p>Jon Limjap Principal Developer, PageUp Philippines</p>	<p>Breakout Session 12</p> <p>Continuous Integration, Testing and Deployment via Jenkins, SonarQube and Spinnaker <i>Development</i></p> <p><i>The session will focus on using Jenkins and SonarQube for continuous integration, code analysis and testing to reduce if not eliminate these issues. Attendees will be given an overview on how to use Jenkins and integrate it with SonarQube and Spinnaker for continuous deployment.</i></p> <p>Munesh Lalchandani DevOps Architect, Transcom Worldwide</p>
2:20 - 3:20						



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				<p>API using LocustIO deployed in Kubernetes. (This is a live demo session)</p> <p>Toni-Jan Keith Monserrat Assistant Professor, University of the Philippines - Los Baños</p>		
3:20 - 3:25	ROOM TRANSITION					
	<p>Breakout Session 13</p> <p>Automated Software Testing Should Be Easy! <i>Testing</i></p> <p><i>Tips and tricks on how to make automated testing easy. Covers TDD, Unit Testing, QA Testing, UI Testing and more. Also, talks about the Developer+QA fusion in an Agile scenario.</i></p> <p>Marc Vitalis Application Architect Manager, Navitaire Philippines</p>	<p>Breakout Session 14</p> <p>Agile Reflections: Dealing with Real Life Scenarios <i>Agile Management</i></p> <p><i>The truth is, there's not a lot of us who get to work in a real Agile shop where the philosophies and practices ring true across the departments. Majority of us have to deal with the sad truth that compromises have to be made and we simply feel too small to ever voice it out, or we just don't have the right influence. This is about my experience in building software teams and running projects in a hybrid world. In a nutshell, it's about making lemonade out of lemons. You will never be dealt a perfect hand, so like it or not, you have to learn to navigate and innovate to survive and still keep your beliefs intact. Talking the talk, and walking the walk.</i></p>	<p>Breakout Session 15</p> <p>Teaching Physics Using Codes <i>Education</i></p> <p><i>Simulating physics concepts and formulas into codes using HTML5 and Javascript to help educators engage students into learning physics in a fun and innovative way.</i></p> <p>Stephen Vinuya Team Lead, FFUF Manila</p>	<p>Breakout Session 16</p> <p>Secrets of Highly Effective Product Managers <i>Product Management</i></p> <p><i>What are the secrets of highly effective software product managers and product owners? A session to share insights learned having talked to successful, product managers and product owners from across a broad range of companies at ProductPH—a community of Product Managers in the Philippines. In this session, I plan to distill some of the lessons/insights shared by successful Product Managers who have spoken in past Product PH Community Meetups on what it takes to conceptualize, validate, develop and launch a product, whether in a small startup or a large corporation—with specific examples/case studies in the Philippines. Attendees</i></p>	<p>Breakout Session 17</p> <p>Microservices with Hexagonal Architecture <i>Development</i></p> <p><i>With the rise of Microservices, the big question would be how to properly create them. This talk aims to discuss how to build good microservices using Hexagonal Architecture.</i></p> <p>Kedren Villena Software Engineer, Clink IT Solutions</p>	<p>Breakout Session 18</p> <p>Modernize your Database Application by Migrating to the Cloud <i>Development</i></p> <p><i>The cloud provides various deployment models that allows you friction-free migration for SQL Server Applications running on-premises. In this session we will discuss the various benefits, your options and how you can modernize your Data Application by moving to the cloud.</i></p> <p>Pio Balistoy Lead Data Platform Consultant, The Pythian Group</p>
3:25 - 4:25						



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		Kiko Basilio Chief Technology Officer, P3030		managing products can hopefully walk away with practical strategies/tactics/techniques that they can apply in their own organization.		
				Jan Alvin Pabellon Chief Technologist, DXC Technology		
4:25 - 4:45	ROOM TRANSITION & PM BREAK					
	Breakout Session 19 Filipino Super Tester: The Full Stack Tester Testing <i>My talk will discuss what is a full stack tester, what types of testing are needed to be a full stack tester and what challenges await to be a full stack tester. I'll also discuss its advantages for individuals and organizations. The aim of this talk is to open up the perspectives of Filipino testers towards technical testing and help them elevate their testing skills.</i> Kevin Clay Badilla QA Manager, MonstarLab Philippines	Breakout Session 20 The Hospital Information System Of Your Healthcare Institution Doesn't Care About Your Health Product Management <i>To operate, hospitals need a hospital information system but to improve the quality of medical services and chances of better outcomes, hospitals will need something more advance to assist doctors and healthcare professionals.</i> Willex Perez Director - Healthcare Solutions, EXIST Software Labs	Breakout Session 21 The Four Waves of Agile and How to Scale your Enterprise Agility Agile Management <i>Doing Agile now a days is not enough! Learn what are the 4 waves of Agile that all leads toward the final phase - Digital Innovation. Discover where your organization is exactly positioned and learn how each successive wave impacts the way that teams work, and how teams and people can adapt their careers to continue to benefit from each successive wave. Moreover, Agile scaling and how or why use methods like SAFe, LESS, Scrum of Scrums, Disciplined Agile, Spotify and others can fit in to your company's vision. This talk will both address business agility and technical agility and</i>	Breakout Session 22 The Next Transformation in Building Modern and Performant App Development with Xamarin.Forms and Visual Studio 2019 Development <i>Xamarin enables C# developers to become native iOS, Android, Windows, tvOS, watchOS and macOS app developers overnight. Come and learn about how to leverage your existing .NET and C# skills and create modern and performant native applications for iOS, Android, Windows, etc. with Xamarin, its great new tools, and have a glimpse into the future of building beautiful apps with world class tools with Xamarin.</i>	Breakout Session 23 The best way to REST(is GraphQL) Development <i>Creating and consuming APIs have evolved thru the years, there is SOAP, JSONRPC, REST and now GraphQL, GraphQL is a new way for backend developers to create an api and for frontend developers to consume it, unlike the others in GraphQL you only get the data you requested it is very convenient but what if your client applications still cant support it? What about building a completely RESTful api using GraphQL?</i> Alleo Indong Lead Software Engineer, YOYO Holdings	Breakout Session 24 Preparing for Industry 4.0: Can We Teach AR/VR now? Development <i>Yes we can. I will discuss how we designed an augmented-reality (AR) and virtual reality (VR) course offered to 4th year computer science students. I will share the learning activities performed by the students and the AR/VR projects developed by them. The AR/VR projects were shown in an exhibit where it received positive response from the academic community. This talk will benefit educators/trainers, where they will gain insights on how we structured the course, taught in a computer</i>
4:45 - 5:45						



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			<p><i>how it can be used beyond the IT department and benefiting Operations, Marketing, Sales, Finance, Accounting and other business areas in your enterprise. The Fourth wave of Agile which covers Digital and Innovation will enlighten everyone on which Agile methods can fit in to your organizational strategy and culture. Lastly, a deeper look at the culture change of DevOps and how this is important to all of the waves.</i></p> <p>John Okoro Head of Agile Practice, Orbium</p>	<p>Bryan Anthony Garcia Country Director, XAM Consulting</p>	<p><i>lab setting. At the same time, this will benefit other audiences who are curious on what tools and techniques they need to learn on how to develop AR/VR applications.</i></p> <p>Neil Patrick Del Gallego Assistant Professor, De La Salle University</p>
Schedule	CLOSING PLENARY SESSION				
	<p>Synthesis, Closing Remarks, Raffle 2nd Floor, Function Rooms 3-4</p> <p>Jonathan De Luzuriaga President, PSIA</p>				
5:50 - 6:15					

* NOTE: AGENDA IS SUBJECT TO CHANGE WITHOUT PRIOR NOTICE.